

Duke Students Go For Sound Of Radio Station WDBS

By SUSAN WEST
Duke News Service

DURHAM — For today's young people, children of the mass media, sound is in. And the in-sound at Duke University is WBVS radio, a student run organization that broadcasts music, news, and sports twenty-four hours every day.

Founded in 1949 in a dormitory, WDBS began as a small operation that reached only parts of Duke's West Campus. Today the station occupies eight rooms in Duke's Bivins Building on East Campus, and is planning to expand by setting up a Special News Bureau and Public Affairs Center in the West Campus Student Union Building.

WDBS coverage already includes both campuses. It is staffed by 65 Duke students who serve as announcers, reporters, engineers, salesmen and managers.

Evans Wetmore, Rockville, Md., station general manager, is one of six managers elected by the Duke University Radio Council, which includes representatives of students, faculty, and administration and acts as the station's Board of Directors. A former engineer at WRC-NBC TV in Washington, D. C., Evans is one of several staff members with experience in commercial radio and television stations.

But he is quick to point out, "Most of our people are getting their experience here. Some apply for their third class licenses in broadcasting and many have found a year of announcing at WDBS helpful in getting summer jobs in the field."

Evans himself says he "stumbled into WDBS as a freshman one rainy night, and I haven't left yet." His is one of the six salaried jobs at the station, and he estimates that he puts in 30-40 hours of work there each week. His official duty is general coordination of the station's activities, but in addition, he keeps a tight rein on news coverage.

"We play it straight," Evans

says. "I'm very strict about this. We do not allow editorializing within the body of the news."

Although restricted to only six minutes of each hour, news is of great importance to the management of the station, whose stated purpose is "to inform and entertain the student body, while providing opportunity for training in broadcasting to interested students."

In fact, the largest part of the station's budget is for news. New Director Jeff Miller has a staff of more than 20 newsmen, who gather, edit, report, and announce campus and pertinent "outside" news.

For three years, the station has been affiliated with ABC Contemporary News, but the news department now uses the network only for live coverage of events of national interest, such as a moon shot or a major political address. Additional national news comes in on UPI Radio Newswire, the local Tobacco Network and Metromedia Radio News.

When they are not announcing or editing newswire copy, newsmen keep alert for campus happenings and phone in special reports. Announcers work shifts with disc jockeys and report their news from a small news booth off the main studio.

Sophomore Jeff Miller, of Beckley, W. Va. who has worked at a West Virginia radio station, feels WDBS must do on-the-spot reporting whenever possible, and he was among 10 WDBS staff members who broadcast directly from Washington, D.C., from a Georgetown University studio, during the anti-war Mobilization on Nov. 15. A remote board and walkie-talkie units make on-campus spot reporting possible, too.

Tom Fine is a junior history major from Beverly, Maine, who has worked his way up to the position of chief announcer at WDBS. His job includes rating 45-rpm records and choosing top songs from albums which pour in daily from record companies around the country.

"I listen to the records and assign some of the new ones to our play list," Tom explains.

According to Program Director, Jim Maher of Memphis, Tenn., "We play basically a progressive folk-rock mixture with weekly programs featuring other types such as jazz, classical, soul, and easy listening." In addition, Tom and Jim select some records they term "darkhorse" which represent good work by relatively unknown artists.

Disc jockeys play records according to a music cycle drawn up by Tom and Jim for the four daily shifts. Separate cycles for Dawn

Patrol, Record Bar, Sunset, and Late Shows vary the kinds of music broadcast.

"The only time we alter the cycle," Tom explains "is when we receive a special request." Otherwise, "D. J.'s" are on their own and they develop their own style and chatter.

In campus reporting and entertainment sports are important, and the WDBS Sports Department, though somewhat smaller than the News Department, broadcasts three times daily for five minutes. In addition, WDBS carries many Duke sports events, and Sports Manager John Ordway of White Bear Lake, Minn. is a respective resident of press row in the Duke Indoor Stadium during basketball season.

A good sound is the business of good engineers, and Jim Davis of Devon, Pa. chief engineer, keeps his staff members busy. Some are in charge of handling maintenance and construction of new equipment. Their efforts over the years have built up a \$60,000 investment in equipment.

One of the few stations in the area to pair announcers and engineers for night time programming, WDBS has a staff of 15 engineers who handle production, mixing, and editing.

WDBS has a healthy financial status. The station's sales department, consisting of one salesman and Sales Manager Chris Hagberg, of Follansbee, W. Va., holds accounts with



Doug Mattingill, a Duke University sophomore from St. Petersburg, Fla., broadcasts the weekly "Rick Allen Show" from the studio of WDBS, Duke's student radio station. Doug is among 65 students who gain valuable experience while working at the non-profit, student-operated station as announcers, reporters, engineers, salesmen, and managers.

19 merchants in Durham. Money from their ads makes up the difference between a \$1,600 subsidy from the University and the \$9,100 budget handled by Business Manager Bill Capel of Charlotte.

"It's really not hard to sell these ads," Chris says. "You just have to find the merchants who want student business. WDBS reaches a big market for these merchants; so advertising with us is profitable."

And judging from the radio dials set on 1600 in the Duke campus, you could conclude that the market is buying the WDBS sound. As one coed says, "WDBS is the only thing that gets me up in the mornings."

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MUSIC ABOUT NEUROSES

NEW YORK (AP) — "Adlerian," a string quartet with six movements, each one about a neurosis, will be given its American premiere Feb. 10 at Town Hall.

Composer Richard Stoker, 32, an Englishman, was inspired to write it by reading Viennese psychologist Alfred Adler's book, "Superiority and Social Interest."

The centennial of Adler's birth is Feb. 7. He died in 1937.

The music's movements are titled "Predestination Complex," "Spectator-Proof Complex," "As If Complex," "No-Exclusion Complex," "Redeemer Complex" and "Leader Complex."